

## ABSTRACT

It is the object of the present invention to provide a binder resin for coating paste, comprising a polyvinyl acetal type resin, having an excellent dispersibility of inorganic powder such as conductive powder, ceramic powder and glass powder and being capable of exerting an extremely excellent coating property, particularly a printing property, when dispersing the inorganic powder to form paste, conductive paste, ceramic paste and glass paste.

The present invention is a binder resin for coating paste for forming a film or a film pattern comprising inorganic powder by coating, which comprises a modified polyvinyl acetal resin comprising structural units represented by the following general formulas (1), (2), (3) and (4):

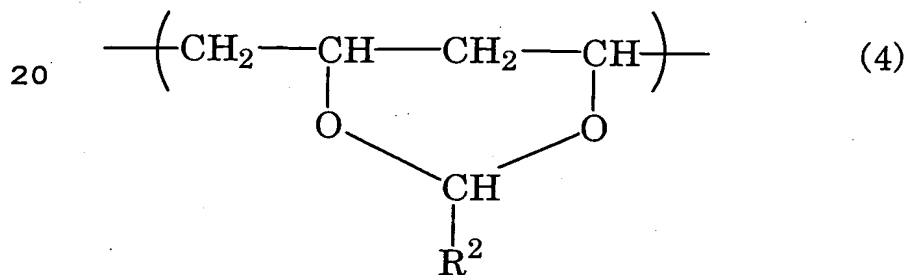
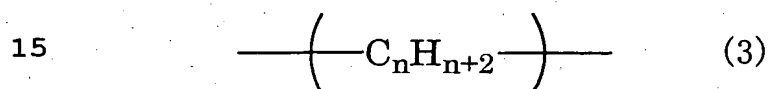
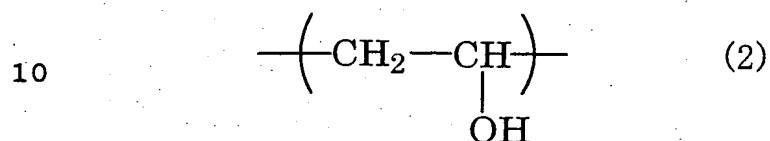
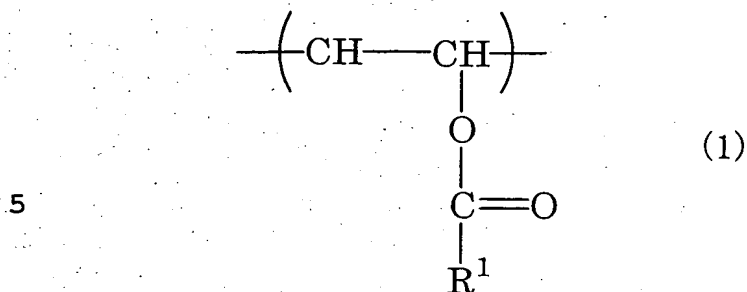
[Chem. 1]

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in the formulas,  $\text{R}^1$  represents a straight chain or branched alkyl group having 1 to 20 carbon atoms, and  $\text{R}^2$  represents hydrogen, a straight chain, branched or cyclic alkyl group having 1 to 20 carbon atoms, or an aryl group; and  $n$  represents an integer of 1 to 8; and further in the modified polyvinyl acetal resin, a content of the structural unit represented by the general formula (3) is 1 to 20 mol% and a content of the structural unit represented by the general formula (4) is 30 to 78 mol%.